

Chapter 4 “Client Relationships” Quiz

1. Name 2 of the 4 client areas to focus on when helping a company become an On Demand Business.

Business components

Process integration

Simplifying IT

Delivery and payment

2. Which business area addresses all interactions between your client and their clients?
 - a. Finance and legal
 - b. Human capital management
 - c. **Client management**
 - d. Supply chain management

3. How would you respond to the question, “Is On Demand Business about technology or business strategy?”

On Demand Business is about technology AND business strategy. New technology and business strategy intersect to unleash new capabilities and client experiences within the industry. Clients need value partners who can fuse business models, business processes, and technology visions into one view of what it takes to enable a company to compete more effectively in the On Demand Business world.

4. Listed below are the steps you would take with your client if you chose business components as your entry point. Put the steps in order from what to do first to last.

- a. Analyze costs **3**
- b. Create a component view of your client’s business **1**
- c. Prioritize transformation initiative **4**
- d. Decide what is differentiating for them and what is simply operating **2**

5. Choose 3 areas that can bring together the best of what IBM and IBM Business Partners can offer in an integrated fashion to address the key types of changes a client needs to consider.

- a. **On Demand Operating Environment**
- b. **Business Consulting**
- c. **Business Transformation**
- d. **Flexible Financial and Delivery Offerings (FFDO)**
- e. Traditional IT Solutions